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# Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES

# Shoptalker

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Two hundred people with 25 and more years of service are honored at banquet. Report with pictures.

COVER: In the Character of a Corporation there is diligence, a persevering attention to quality. This attribute is expressed in the features of William Thorn, toolmaker in Gold Nib.



GEORGE Safford Parker, founder of The Parker Pen Company, was this month cited as a prime-mover in Wisconsin history and named to a place in the Industrial Hall of Fame.

The Industrial Hall of Fame is two years old. Five distinguished Wisconsin industrialists were named last year. They are Jerome Increase Case, Alexander Mitchell, Charles W. Nash, Capt. Frederick Pabst, and Cyrus Carpenter Yawkey. Cited this year, in addition to Mr. Parker, are Walter Jodok Kohler, Sr., John Plankington, Guido Pfister, William Horlick, Herman Wahl Falk, and Lynde Bradley.

The concept and organization of the Hall of Fame took place during the tenure of Bruce M. Jeffris as president of the WMA. Mr. Jeffris served on the judges panel for the first year's selections.

# PERSONALITY OF A CORPORATION



Daniel Parker

Following a talk on the subject of corporate personality given by Daniel Parker to visiting Parker Pen Service Managers an inquiring reporter interviewed Mr. Parker. Highlights of their conversation is recorded below.

**Interviewer** — Mr. Parker, we hear and read a great deal about "corporate images" these days. Just what would you say is a corporate image?

**Daniel Parker** — Image is the important word there, but it lacks real meaning. Let's start with a definition. Webster calls it "a mental picture or representation". An image, then is a mental picture of a person or thing, and in our case, it is a mental picture of our particular character and personality.

**Int.** — Then you would say that a corporate image is the picture of a company created in the minds of those who come in contact with it?

**D. P.** — Yes, that is correct. However, if we substitute the word "personality" for the "image", I think we clarify the meaning. We all have a personality, and a company is no different from people. Everything we, as a company say or do, particularly the latter, builds — or subtracts from — an effective corporate personality.

**Int.** — When you refer to an "effective" corporate personality it sounds like you are saying that the personality can be helpful in some way. Can you cite an example?

**D. P.** — Why yes. I have in mind one of the greatest of modern business builders and his careful, continuing program to build the

stature and personality of his company. His name was Thomas J. Watson, and his business was, of course, International Business Machines Corporation.

**Int.** — IBM!

**D. P.** — Mr. Watson's rules of building a business were simple and clear. First he admonished one and all to "Think". This made him famous, and no doubt some people actually did cogitate. His rules for corporate action were to do what was right for the IBM employe, the IBM stockholders and the IBM customer.

IBM was still a relatively small big-business when the whole world was punning about Mr. Watson's "Think" slogan. A wealth of lore grew about IBM salesmen being made to wear white shirts and stiff collars and blue suits. But, T. J. Watson was emerging as an international figure of substance and integrity. His company was taking on a distinct personality, and it was growing.

**Int.** — I've read that the 1939 World's Fair had an IBM day, along with a General Motors Day and General Electric Day. True?

**D. P.** — It's a matter of record. Some years later, this was described (by Mr. Watson's son) as a tribute to "two elephants and a gnat." But the key point of it all is that the legend Mr. Watson started began to proliferate. Mr. Watson had a simple creed, and the total acts and aims of the corporation he headed had to fit its framework. The immense success of the IBM operation would seem to offer a sufficiently dramatic case in point for the "good" corporate personality. It is patently true that when a company's personality is an especially good one, it not only sells merchandise, but it helps to do a lot of other things.

**Int.** — What would these be?

**D. P.** — Well, it's been said that a good corporate personality creates confidence in the products that bear the company's name. In addition, it helps a community understand a company and accept it as a neighbor. It also helps keep our employes feeling we have a good place to work. And it gives us an edge in attracting talented people. A good corporate personality also helps attract capital at favorable rates. It is credited with opening minds — and doors. In short, a good personality does for a corporation just about what character does for us as individuals. It makes our road through life a bit easier, helps us to get along with people. I think we can all agree to those statements.

**Int.** — Does Parker Pen have a "good" corporate personality?

**D. P.** — I like to think that it does. Ours is based pretty largely on a creed as informal as Mr. Watson's, and is very much involved with the Golden Rule.

(Next page, please)

**Int.** — Have you ever thought of putting the Parker creed on paper?

**D. P.** — One day, perhaps, when words can precisely capture the spirit and business ethics of our company as they have prevailed through 71 years. Then a Parker creed will be set down.

Then, in our creed, every act and every word of each one of us — from producing and selling to servicing the public — will have a definitive reference frame. We will consciously think and act with positiveness, sure in the knowledge that we are enhancing our corporate character and personality.

## 'Let's Get Vocal' — Don Gray

While a good many Parker people were idling away the hours of their vacation in the relaxed comfort of a northern resort, Don Gray, of Tool Inspection, was putting in a 16-hour day. But he loved it.

From July 5 to July 10, Gray attended the 13th Annual Fred Waring Workshop in the scenic Poconos Mountains area of Pennsylvania. The trip was sponsored by the music committee of the First Presbyterian Church where Gray is choir director.

The Waring Workshops cover a wide variety of subjects related to choral singing. There are sessions on diction (where participants learn the famous Waring system), microphone technique, choral arranging and staging and lighting. In addition, Gray and 64 other attendees spent about six hours of each day in just singing.

The workshops are held (and all participants are housed) in a one-time military academy and later resort hotel which Waring acquired in the late 1940's. The day began at 6 a.m. with preparations for the day's study. Breakfast was served at 8 and this was followed by three 50-minute sessions. There were three more sessions in the afternoon and a fourth optional session preceding dinner, served at 6 p.m. At 7:30 there was still another study session which lasted until 10:30 p.m. And throughout it all, Gray explains, "we were constantly exposed to the Waring techniques of enunciation and interpretation."

Early in his first day at the Waring Workshop, Gray met Fred Waring who asked: "How is the Parker Pen Chorus coming along?" Gray had to confess that there was none.

"Well," replied Waring, "why not go back and start one!"

We asked the same question and Gray reacted with a smile. "I'd like to, and I'd like to direct it, also. An industrial chorus is a natural outlet for people who have a desire to sing but have not had a great

deal of training in it. The songs are sung for the joy of singing and a few experienced singers can help those with lesser experience."

Gray estimates that there is sufficient talent in Parker Pen to sustain a 30-member chorus and he stands ready to organize it. Any takers?

## EDITORIAL

# Coming Home



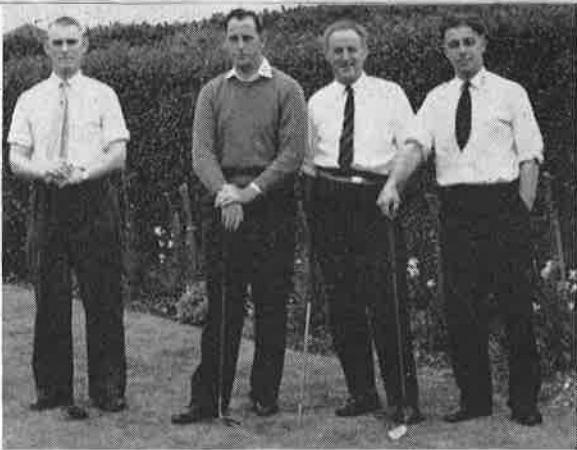
A sad thing is happening in Janesville these days. The Duofold Pen is coming home. Every week a few arrive, usually with a touching letter from someone who has owned the big orange pen for a quarter century or more.

Invariably, these returning Duofolds come from people who have become so attached to the pen that it is written of as an almost human thing. A servant. A friend and confidant. Only because the owner who carried the big beauty for 25 or 30 years cannot bring himself to lay it aside, does the pen come home to Janesville.

So, back where they were made, they come. Full of memories and togetherness.

Proudly they are kept here. Look at the photo, close your eyes, and you'll see the mark of a person who did his work well. Many Someones here made a pen so good that it became a personal treasure. Now old, it remains as well-worn testimony to Someone's life work in Janesville. Work done well, to highest quality standards.

That's why we keep these fine old pens, even though it's sad to see them coming home. Even today, when craftsmanship can become a casual matter elsewhere, precious Duofold standards apply here. And they always will.



English company "Golfers" (l. to r.): Fred Baily, Bill Venus, Dave Clement and Dany Harvey.



U. S. "Players" (l. to r.): Dick Holznecht, Phil Hull, Dan Parker and Chet Holloway.

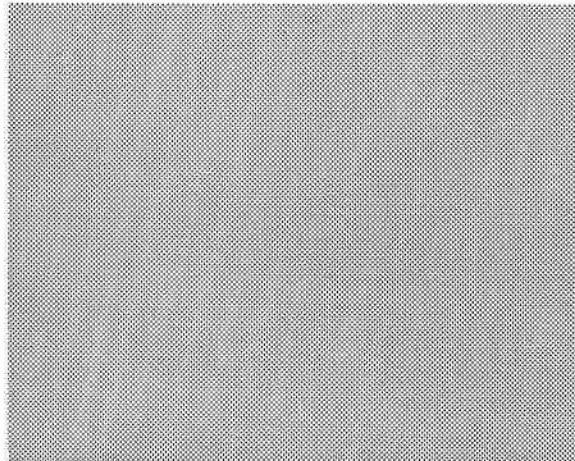


Photo at right: U. S. "Golfers" (l. to r.) Bob Jones, Bill Carpenter, Wayne Fuller and Bill Fredericks.

Photo at left: Great Britain "Players" (l. to r. in a London fog): Jack King, Ramsay Lyon, Dick Mansbridge and James Moller.

The first International Parker Golf Tournament did not originate as such. More like Topsy, it just grew out of an off-hand remark that a single match might be arranged with fellow Parker people in Merry Old England. But, as often happens in a creative community like Parker Pen, the falling idea produced a mushroom cloud.

The first International Parker Golf Tournament became an official three-game contest involving high handicap-type players and Hogan-type golfers, a silver cup trophy and a great interchange of letters regarding ground rules, score cards and the like. And, for comic relief, each side agreed to forfeit to the victorious high handicappers a capital "P" from its official company sign.

Great Britain selected its best men in Jack King, Ramsay Lyon,  
(Next page, please)

## first international PARKER TOURNEY



Dick Mansbridge and James Moller, with A. J. Reeves and David Hayburn as alternates, for its "Players" team. The U. S. placed IMS members Daniel Parker, Alfred Diotte, Chet Holloway and Richard Holznecht against them. Alternates were Robert Burmeister, Phil Hull, Howard Kessinger and Robert Collins.

For its "Golfers" team ("A" Flight) Great Britain named Fred Baily, assembly; Dave Clement, development manager; Dany Harvey, ballpoint department; and Bill Venue, plastics. Cyril Green, assembly; and Bern Vaughan, work study department, were alternates. The U.S.A. countered them with Wayne Fuller, product planning; William Carpenter, engineering; Bob Jones, Service; and William Fredericks, production; with Harold Bothun, production; and Tom Jensen, toolroom, as alternates.

In the first round, the U. S. and Great Britain played to a draw in the "A" Flight contest. In round two, the English company moved out ahead, and remained there. Total holes won: Great Britain, 85; U.S.A., 79.

Play in the high-handicap side of the card told a much different story. The U.S.A. took all three matches winning a total of 119 holes to 53 for Great Britain.

## Star of 'Breakfast Club'

### Finds Friends at Parker

(Pictures across page)

Don McNeill is a supersoft salesman who has made the morning radio Breakfast Club an institution. Homemakers gladly bound out of bed before dawn to board tour buses bound for ABC in Chicago where Breakfast Club is aired. They do it just to see and hear the big guy talk.

Don's secret as a radio personality is no secret at all to the countless thousands who have witnessed the show. He is one of that happy breed of people who you are sure you've known all of your life — three minutes after you've met him.

But the secret of McNeill's success as a salesman is not quite so natural. It takes effort and a thorough knowledge of the product he is selling. That's why Don McNeill took some time out from vacation recently to drive up to Janesville. He came to learn what and who made Parker Pens the best of them all.

Don McNeill in . . .

1. Final Assembly
2. Automatics
3. Molding
4. Gold Nib
5. Metals



2.



3.



4.



5.





## *Company Salutes 7900 Years*

"It is always people who make things hum, or fail to hum, not events or circumstances or luck," read a message from Kenneth Parker to those gathered for the Service Recognition Banquet held August 11. The thought was particularly appropriate. The 200 people present — people with a quarter-century and more of Parker service — had been making things hum inside the company for an aggregate 7,900 years.

The event was the first of its kind in the history of Parker Pen. It signaled the beginning of a formalized service recognition program to be supervised by the Personnel Division. Those present at the banquet received the first new lapel pins specially designed by industrial designer Don Doman. The pins bear the Parker corporate symbol, the word "Parker" and a numeral designating years of service. Employees will receive their first pin on their 25th anniversary with the company and one every five years thereafter.

At an appropriate time this winter, an oak tree will be planted on the grounds at Arrow Park as a symbol of the strength generated in the company by career employees. The tree was dedicated at the banquet and will bear the following inscription:

"A living oak dedicated August 11, 1959 to employes of The Parker Pen Company with a quarter-century and more of service."

The inscription honors all employes — past, present and future — who attain 25 years of continuous employment.

In photos at left, Daniel Parker and John Mack personally distribute service anniversary pins to the employes and retired gathered for the Service Recognition Banquet. At right, down the page, are other scenes of the banquet. Below, Personnel Director Eugene Seibert shows a symbolic oak tree to be planted in honor of all employes with 25 years or more service. Looking on are (from left) Charles Tyler, Esther Krueger and David Mohns.



## Wemstrom and O'Connell Retire

They started in 1924 and stayed for 35 years. John Wemstrom worked most of the time in the administrative branch of the pen business while William O'Connell kept to the manufacturing side. Both made important contributions to the company's success.

When Bill O'Connell decided to leave, his friends gathered resources and presented him with a billfold, a 23-jewel watch and a carton of his favorite stuff, snuff! Said Bill: "I'll have it chewed up in a week."

At a small, informal luncheon, close friends honored John Wemstrom with the presentation of a husky redwood lounger and a specially made plaque on which were mounted a symbolic "51" pen and a key. The inscription reminded John that he always had a key to Parker Pen's front door. And Daniel Parker added the thoughtful note: "There is no door, to you, that really needs a key."

John Wemstrom (light suit) received a redwood lounger from friends and a plaque from (clockwise) President Bruce M. Jeffris, Daniel Parker, executive vice president; and Eugene Seibert, director of personnel.



## Hollow Spot



Beneath the front lawn at Arrow Park is laid city water and sewer piping. In the six years since the completion of the building, the area over these pipes has slowly settled. This year the sod was rolled back and the ground was brought back up to grade. It took several days to complete the painstaking work.



William O'Connell (second from left) displayed his retirement gifts to (left to right) Edward Grumich, C. S. "Scotty" Case, and August Weber. Scotty arranged the surprise farewell for O'Connell.

## The Party Line

Q. Many of the employees have had to pay substantial sums on Federal Tax on the short forms. Can the company use charts that are more accurate in deducting the Federal Tax from our checks?

A. The amounts withheld by the company from employees' pay checks for Federal Income Taxes are determined from schedules prepared by the Internal Revenue Department.

The schedules are prepared to serve taxpayers whose income is primarily from wages. Because these schedules relate only to wages, they do not recognize additional income which may be received from investments, odd jobs and by other members of one's family.

Treasury department regulations permit increased withholding under certain conditions. One workable method of providing for withholding a larger amount from an individual's pay check is that of the employee indicating a lesser number of exemptions when completing his or her exemption certificate filed with the payroll department. (An employee should not claim **more** exemptions than the number to which he is entitled.)

Q. When employees get married or go on pension or terminate, they always play a song for them. Why don't they pick out an appropriate hymn to be played when an employee passes away to be played on the day they are buried?

A. While this idea certainly was offered with the best intentions, it is felt that programming of the type suggested would cause unnecessary emotional strain on those who might have been especially close to the deceased. Therefore, it cannot be adopted.

Q. The Sea Scouts of Janesville are in need of help. It's a shame they have to give up their club after working so hard. I thought we people at Parker could help the club by donating. I'm sure we could keep these wonderful boys from getting discouraged. My boy was a Sea Scout for ten years and they learn so much.

A. We suggest that the writer consult with Perry O'Brien of our Public Relations department. Mr. O'Brien is in charge of Civic Affairs and can offer assistance in determining if some general community action is attainable.

Q. Can't the lights in the Ladies 3rd Floor wash room be lowered? On dark days or any day in the fall and winter it's so dark you can hardly see your hand ahead of you or else have a light put directly over the mirror?

A. The company does not feel that it wants to go into the expense of adding additional lighting at this time.

Q. What is the young lady in the picture doing?

A. She is determining if her T-Ball Jotter will write on wet sand.



"Honesty is the best policy" and apart from millions of policemen, it takes countless scores of legal minds to protect that concept. For dishonesty can often be found in small packages.

These ink cartons are examples. They each infringe upon Parker's trademarks or designs in one form or another. Inside some contain original Parker Quink ink bottles, refilled with the unscrupulous manufacturer's own formula.

Others are just too close to the Quink carton design to be distinguished by people who either cannot read English or just plain cannot read.

The "Quick" carton was sent from Indonesia. The others were discovered in Thailand.

